

Project Associate-Communications, Action For India

Role	Project Associate- Communications
Compensation	Up to 8 LPA
Qualification	A bachelor's degree in Mass Communication / Journalism or any related field
Experience	3 or more years of work experience in the communications field
Location	Remote

About AFI

Our core customers at Action For India (AFI) are early-stage, tech-enabled, for-profit social entrepreneurs of India. Our mission is to identify these high-potential social entrepreneurs (working in sectors such as Education, Healthcare, Agriculture, Livelihood, Clean-Tech, and Fin-Tech) and connect them with resources to help scale the impact of their work - be it funding, mentors, technology resources, government decision-makers or customers. Since its inception in 2012, AFI has helped more than 1000 social entrepreneurs in their scaling journeys.

AFI is an international impact organization with presence in the USA, UK and India. In India, we are a Section 8 Company (with 80G, 12A and FCRA certifications) and in the US we are a 501-c3 organization. Our two active chapters outside India are in Silicon Valley, USA and London, UK.

Our main initiatives include the AFI Annual Forum, Social Enterprise Advisory Services (SEAS), Women in Social Entrepreneurship (WISE), AFI i-TIC Foundation Social Entrepreneurship Accelerator (AISEA), Impact Investment Fund (3i Partners) and the Silicon Valley Challenge (SVC) Trek.

AFI has been supported by several foundations and investors including eBay Foundation, UNGC, IDRF, Guru Krupa Foundation, Deshpande Foundation, Omnivore, Let's Venture, etc..

We have also been supported by tech giants such as Intel, Cisco, HP, Nokia, etc. to give impetus to our programs.

For further details, please visit <https://actionforindia.org>

About the role

Key Deliverables:

- Create effective communication strategies for AFI
- Coordinate external and internal communications flow (memos, newsletters etc.)
- Design sketches of mass media announcement
- Strategize for the digital transformation and brand building of AFI
- Develop and copy edit communication materials like social media creatives, newsletters, annual reports
- Build long-term relationships with influencers and key stakeholders
- Collaborate with marketing team
- Provide editorial support to the team
- Work with the research team to create analytical content for mass distribution.
- Co-ordinate inbound PR request for the company
- Creating and implementing marketing and community engagement strategies
- Building and nurturing media partnerships
- Researching and developing stories that tie to institutional vision/objectives
- Monitoring and evaluating impact of call to action;
- Identifying and on boarding vendors for social media and website management

You'll excel in this role if you possess the following skills and attributes:

- Basic knowledge of Google Analytics and Google Adwords.
- Working knowledge of social media marketing and engagement
- Graphic designing skills will be an added advantage
- Strong writing, copy editing, and content management skills required across all media channels
- Demonstrated knowledge and understanding of the use of web, digital and social media platforms (Facebook, Twitter, Instagram, YouTube, SEO/SEM, E-Communications, Video)
- Ability to think and communicate strategically across a variety of stakeholders.
- Prior experience of handling end to end organization communication responsibilities
- Excellent written and verbal communication skills
- Prior experience of Communication management will be beneficial

How to Apply:

Candidates who fulfill the eligibility criteria should email their resume, cover letter and the assignment with the subject " For Communications Associate Role@AFI".

careers@actionforindia.org

Link to the Assignment

Please follow the instructions for the assignment as provided in the link. PLEASE CREATE A NEW DOCUMENT FOR THE ASSIGNMENT BY COPYING THE DETAILS IN THE LINK BELOW. DO NOT EDIT THE LINK.

[Assignment Details- AFI Communications Associate](#)